

HOW TO PROFIT FROM FREEBIES



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***Email Marketing
Training Center***

Profit from Freebies

Welcome

Taking Advantage of Your Resources

Internet marketing is a dream life for many people around the world. It can provide you with the ability to work when you want, spend your days building a business around a topic you enjoy — and there is no limit to the money you can make.

In fact, as an internet marketer you may spend a great deal of your time planning various ways to boost your profits. One of the best ways to increase your profits is to take advantage of the resources you have, and you have many of them....

- You of course have your skills and knowledge – your strengths.
- You have the various technologies that make running an internet business significantly easier. These are things like your invoicing software, your article management system, your autoresponder and so on.
- You also have time management tools like your organizer and calendar.
- You have friends, family, business partners, and associates who help you manage your life and your business.
- And you have the wealth of resources available online. We're talking about education resources, social networking resources, and all of the information available to you for free and for pay to help you build and grow your business.
- Finally, you also have the information products and content you've already created.

All of these resources can be used optimally to help you build your business and grow your profits. The last two on that list can help you create freebies – lead generation giveaways – to boost your profits and grow your business.

This report is dedicated to helping you maximize freebies for ultimate profit. Freebies you've already created and freebies you can find online.

Over the next few pages we'll cover:

- What freebies are & why they work
- The benefits of using freebies
- 5 key ways to profit from freebies including ideas you can put into action.
- We'll also look at how to create freebies so you can make the most of your time, money and efforts!

Let's get started!



What are Freebies?

Freebies are things that marketers give away in exchange for a subscriber's contact information. They are a dynamic lead generation tool.

As a consumer you're likely familiar with – and perhaps even a connoisseur of – freebies. Offline freebie marketing has a long standing history.

The term was first coined by Gillette, as the Razor and Blades Business Model. Freebie marketing is the concept of either giving away a salable item for nothing or charging an extremely low price to generate a continual market for another, generally disposable, item. Gillette gave away the razor handle and then sold the razor blades for it.

They're the cat treats that come in your box of kitty litter. It's the tube of lotion you get when you buy the bath soap. It's the free hair bands you get when you purchase the brush. It's the lipstick you receive when you provide your email address to the makeup company.

Freebie marketing is the free downloadable reports or courses you receive when you visit a website or sign up for a free membership. It's the five day free trial for the computer virus protection or document management program.

It's the "Free" tax software you get to motivate you to file your taxes through the service and then pay the fee.

Once simply a marketing device, free has emerged as a full-fledged economy. Consumers are now looking for free; they've come to expect it.

Think about the following:

- Google offers free searches and business listings, they also offer free email and an office suite of software products
- YouTube, Hulu, and even major networks offer free video and programming
- Craigslist offers free classified advertisements
- Match.com offers free dating connections
- Zappos offers free shipping
- Facebook and Twitter offer free networking
- The New York Times offers (some) free content if you read their articles online
- Membership sites offer free memberships

And many sites offer free content: Reports, eBooks, videos, blog posts, blueprints, you name it you can find information on it online.

So how do they make money?

Many of these businesses make money with advertising. They use the free content to draw lots of visitors and sell ad space at a premium. However, in this report we'll show you many other ways you can use 'Freebies' to make a profit.

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Why Do Freebies Work So Well?

Who doesn't want to get more for their money and who doesn't want to get something for free? We all do, particularly if the freebie has real value.

Imagine you're in the market for a new pair of running shoes and one brand is offering a free pair of running socks, shorts or a t-shirt when you buy their shoes. You'd be more inclined to at least try that brand on your feet right? Many people would simply make the choice to buy based on that freebie offer. Even if the shoes are a bit more expensive than others.

Imagine you're seeking information on running. Maybe you want to run a marathon and you're looking for information on how to train appropriately. When conducting your research you come across a free eBook on the topic at a personal training website. You download it, it's full of great information and you go back to the website to purchase their products or services.

Freebies work because most people are willing to take them, or download them. They are your foot in the door. They also work because they add value to a potential purchase – like the free pair of running socks with a shoe purchase.

Many consumers make purchase decisions entirely on the value received from the freebie.

Benefits of Freebies

Freebies offer marketers and business owners a number of benefits. They can:

- Increase awareness
- Strengthen your brand and credibility
- Increase traffic
- Build your list
- And of course generate profits

Let's move on and take a look at how you can reap these benefits. Let's take a look at how you can profit from freebies.

5 Ways to Profit from Freebies

Bonuses – Motivation to Buy

A bonus is something given or paid in addition to what is usual or expected. It's extra. And we love bonuses because they make us feel as if we're getting more for our money. As a marketer you can use bonuses to motivate a purchase.

As a marketer and a consumer, you're likely familiar with bonuses. At the supermarket bonuses are the buy one get one free type promotions. They're also the free bottles of lotion strapped to the large bottles of soap or vice versa.

They're essentially a tool to motivate you to buy and you can accomplish the same thing when you're marketing and selling to *your* prospects and customers.

Bonuses can come in many shapes and forms. You can create bonuses from content you've already created.

For example, a collection of your 100 best tips can be pulled together into a bonus report. You can also call up an associate, record an interview with them and voila – freebie bonus.

You can purchase PLR (Private Label Rights) and use that as bonuses, too. Or you can partner with another relevant business and use their giveaways as a freebie bonus.

Potential for Profit

To really amplify the value of your product you can add several bonuses to your sales pitch to motivate a purchase.

Here are a few examples of how you can use bonuses to profit.

- Sell an ebook and give away an expert interview and transcription of the interview as a bonus
- Sell a DVD course and give away an ebook as a freebie bonus.
- Sell coaching or consulting services and give away a freebie report with first session.

Bonuses work for any business model and any type of product or service. The goal is to find freebie bonuses to give away that will motivate a purchase. If you give away a book on running and you're selling a writing course then the two don't mesh. The bonus has to be relevant and enticing.

Not long ago I was researching VA Training Programs for one of my clients and I came across a site that was offering VA Training but the bonus was an ebook about learning Photoshop. Now I'm sure many VA's might need some Photoshop training, but it was not something that a new, wannabe VA would necessarily find useful at that stage of searching for VA training.

A better bonus would have been directly related to the site visitor such as, "How to Earn a 6-Figure Income as a VA." It has far more relevance to someone seeking training than a guide to Photoshop would don't you think?

Maximize it!

Include promotions for other products, including affiliate profits, in your freebie. This will help you use your bonus products to their maximum capacity.

**Bonuses
work for
any
business
model and
any type
of product
or service.**

Partnerships – Increased Awareness

A partnership is an agreement between two people that ideally benefits both those people, or businesses. Partnerships are great for creating and using freebies to profit. In internet marketing and certainly to profit from freebies, it helps if your partner is in a relevant but not competing business.

For example, if you own an affiliate website on camping gear, a relevant and potentially profitable partner would be an information website on campgrounds in the United States, or even in your own home state.

The Potential for Profit

The potential for profit with freebies is virtually limitless when it comes to partnerships. And there are two main ways you can profit.

The first is to use a partner's freebie to reach your own business building or profit goals.

For example, you can partner with someone to use their freebie as a bonus to market and sell your product, to build your list or any other number of profitable ventures we'll discuss in this report.

In exchange, your partner gets a piece of your profits or at the bare minimum they get really great exposure for their own business because if they're smart, they've promoted their business products and/or services in their freebie that they've allowed you to use.

That's the first way you can profit from freebies – you can have a partner create one for you and you can use it to achieve your business building goals.

However, you can also create giveaway products, freebies like reports, software, courses, or even tangible products, and allow other businesses to use them as they see fit. You can charge a small fee for their use, you can agree to a percentage of their sales, or you can allow the partner to use your product however they see fit as long as they don't change anything within or about the product. Then you'll be sure to include information in the freebie that promotes your business.

The end result is:

- An increase in awareness for your business.
- Increased traffic
- And ultimately increased profits.

Maximize It!

The ultimate way to maximize this freebie tactic is to forge several truly lucrative partnerships.

For example, let's say you have an affiliate website where you offer information on camping

Choose your partners wisely... preferably someone in a relevant but not competing business.

A word of caution about using other people's stuff...

You do not want to dilute your own brand when using someone else's stuff. So be very clear about what you want as an outcome when deciding on the freebie you will give away.

gear. You might partner with someone who has a website about the best camping locations in your state. You provide them with a freebie report on the top ten products for 2011 complete with affiliate links so you get all the sales and they provide you with a report on the top ten best campsites in the country.

This is a great value to both of your customers, you both grow your audience and your reach and you both stand to make good money on affiliate sales. The partnerships you make are the key to the most profits here.

List Building – Email Marketing

It is often said in internet marketing circles – and, in fact, in retail and other offline businesses as well – that the money is in the list.

This means that your email list is worth its weight in gold. Each person on your email list is a qualified prospect – someone who has expressed an interest in receiving information from your business.

List building, therefore, is often a primary and ongoing marketing and promotion strategy. Marketers spend a lot of time, effort and money on building and marketing to their email list. It is after all, a list of people who have expressed an interest in your business products or services and have said “yes, please contact me via email with more information.”

One of the most popular tools to build an email list, a.k.a. an opt-in list, is to give something away to entice a sign up. This is where your freebies come in.

Top Notch Freebies have the ability to not only build your email list, they can also sell you, your brand, your business and, of course, your products or services.

Common list building freebies include, but are certainly not limited to:

- Ebooks
- Reports
- Online courses
- Videos
- Audio interviews (with transcripts)
- Downloadable blueprints and templates

Potential for Profit

Within every list building giveaway is opportunity. Including the:

- Opportunity To Strengthen Your Brand,
- Opportunity to Enhance Your Credibility as an Expert.
- Opportunity To Sell Or Promote Affiliate Products.
- Opportunity To Sell Or Promote Your Own Products Or Services.

When someone gets on your email marketing list, they have pre-qualified themselves as a hot prospect for your products or services

Carefully positioned links, special promotions and a commitment to creating top level give-away products will help you turn this freebie idea into a profit bonanza.

Maximize It!

The most effective way to really maximize using freebies to build your list is to make sure the freebie is something you're incredibly proud of. Combine that with a few strategically placed links and a well thought out marketing campaign to promote your freebie and your opt-in list and you have the making for a perfect profit plan.

Viral marketing – Traffic

Viral marketing is essentially something that gets passed from person to person, like a cold. It's viral. However, as a marketing tool viral marketing usually entails something that can be downloaded such as a video or a report.

Why do you want to use viral marketing? Because when something generates a lot of attention, you receive a lot of traffic to your website or web page. Now imagine you create a freebie report and it goes viral. Inside the report you place a link to your website. This link leads to a sales page, an opt-in page or some additional information like a review that promotes an affiliate product.

The result?

Profits.

The key to Viral Marketing is to create something that creates a very strong reaction in your users. Your users should have such a strong emotional reaction to the content that they instinctively want to pass it on. The following types of products can go viral:

- A free book,
- A free report,
- A free service
- A free workshop, seminar or online course.

Notice the first word in each of those items? Free.

The Potential for Profit

The potential for profit with viral marketing is huge. You can boost profits in any number of ways. Here are just a few ideas:

Giveaway a report that offers your prospects a huge benefit and tell them they can share the report in any manner they like as long as they don't make any changes to the content.

This means they can post the report on their website to offer to their prospects, they can

The key to viral marketing is to create something that creates a very strong reaction in your users.

email a download link to their list, and they can publish it on their website or simply share with friends. The result is a tremendous amount of traffic and profits for you, particularly if you include affiliate links in your report, and your prospects can also benefit by sharing it.

You can now also embed links in video content as well so don't think your viral tool has to be something people can print. The key to profiting from this freebie is to be creative. You want to drive traffic to your website by making an impression. This can be done by offering value, by stirring up controversy or by entertaining folks. It's your choice. Do what fits your topic, your brand and your target audience.

Maximize It!

In addition to making sure your freebie is attention grabbing and something people want to share, there are a few things that make viral freebies much more effective and therefore profitable. These include:

Make sure it's easy to share. If people can easily link to your video, download your reports and forward your content, then they're not going to. Quick download times are essential.

Create a plan. What do you want to accomplish with your viral report? Follow through with strategies that support your plan. For example, if you want to sell more affiliate products, include a link in your viral video that leads prospects to a downloadable report full of affiliate links and great information. If you want to build your opt-in list, then send prospects to your squeeze page.

Test and track your results. Find out which marketing tools generate the best results. You may find that you get very little traffic from advertising but your social networking traffic is fantastic. It's important to know what works.

Things go viral because they are creative, usually quite clever, and create a strong impression.

Value – Community

Finally, you may have noticed that many successful internet marketers have a never ending supply of 'freebies.' We're talking about a regular supply of great downloads. Everything from free books, reports, and of course video and audio too. They even offer free online classes. RomanceUniversity.org offers a steady stream of content and information for aspiring romance writers. It's all free.

Why do they do this? What's the value?

Well, the authors who write and teach do a good job of subtly selling their books so there are royalties in it for them. They also help establish a community of followers around their name. This provides them name recognition at the bookstore but also lends them great credibility as speakers and workshop leaders at conferences around the globe. These speaking engagements can pay well. Additionally, agents and publishers who teach classes develop relationships with writers and thus may receive their manuscripts. Good manuscripts mean good money for both agents and publishers.

But what about you? What's the value of using freebies to build a community do for you?

Potential For Profit

As an internet marketer you gain tremendous value by giving away freebies on a regular basis and by building a community around your business, website, and brand.

Websites and businesses that willingly give away great freebies on a regular basis – and we're talking about *valuable* freebies – become websites that people visit often. They not only embed their brand in the minds of their prospects, they build a relationship. And you tell me, would you rather buy a product or service from someone you have a relationship with or from a total stranger?

As internet marketing continues to grow and change one thing seems to be standing out. People prefer to do business with companies they feel they can trust, companies they like, and companies who are open and involved in the online community.

Freebies help you establish yourself as a likeable, trustworthy and authentic business.

And, once you've won the hearts and minds of your prospects, converting them to prospects becomes much easier.

Maximize It!

Integrate this tactic with your other freebie tactics. In fact, if you're strategic about it, you can use some of the same freebies, (repurpose them so they're original) to reap many of these benefits.

Okay, now that you have an idea of what you can accomplish with freebies and all of the wonderful ways you can profit from them, there's another thing to consider. Where do you get your freebies?

Creating Freebies - Where Do You Find Them?

There are several options when creating freebies to give away to achieve your business goals. Let's take a quick look at them in detail.

Create Your Own Freebies

If you're skilled at writing, creating videos, creating audio or even at writing code and creating software programs, then you can most certainly create your own freebies. Your audience and your business model will determine what freebies make the most sense. However, your skills and personality should also be taken into consideration.

For example, if you're great at speaking in front of people but not such a patient writer then creating audio and video freebies might make the most sense for you.

You must take into consideration your own skills and personality when it comes to creating your freebies.

PLR

You can also buy the rights to freebies. You can purchase PLR for:

- Ebooks
- Reports
- Articles
- Videos
- Software
- Graphics

And much more. And with PLR you can repurpose it and use it however you see fit. For example you could combine several reports to create an ebook bonus for your sales page. A little rebranding and some personalization and PLR makes great freebies.

Outsource

You can, of course, outsource the creation of any freebie products. There are websites where you can hire contractors who specialize in your industry or freebie format. You can also ask fellow business owners who they use to create content.

Partnerships

Earlier we talked about the benefit of partnerships and that's certainly a great way to get top notch freebies. Make sure you review the freebie before you make an agreement with anyone. You want to make sure it's the quality product your prospects deserve and customers expect.

Your Next Steps

Your next step is to sit down and decide what your freebie goals are:

What do you want to accomplish with freebies?

Do you want to boost profits directly with affiliate links and product promotions?

Do you want to build your email list for long term potential profits?

Do you want to drive traffic to your website or build awareness?

Make a list of your goals and then plan what type of freebie product you want to create and how you're going to achieve your goals with your giveaway.

Freebie marketing has been around a long time and the internet has turned it into a mainstream way to effectively do business. You achieve many benefits from giving away everything from products and services to information. It helps you get your foot in the door with customers, it increases their dependency on you for more information, it motivates purchases and it creates awareness and brand recognition.

Start planning your freebie strategy today!

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